

Chapter 7. Retail Customers, Sales, and Revenues

Table 7.1. Number of Ultimate Customers Served by Sector, by Provider, 1990 through 2001
(Number)

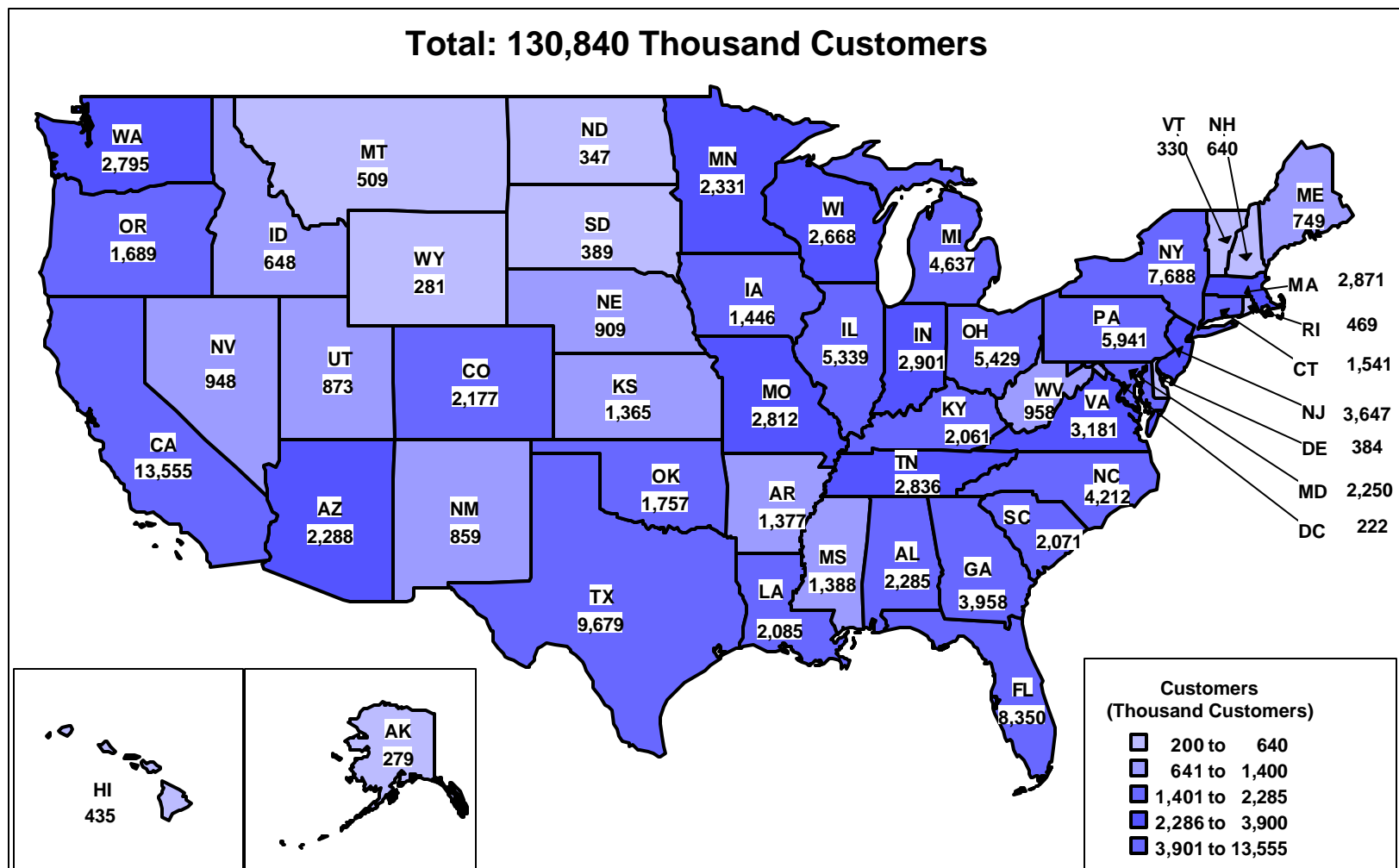
Period	Residential	Commercial	Industrial	Others ¹	All Sectors
Total Electric Industry					
1990.....	97,094,514	12,081,942	525,486	858,800	110,560,742
1991.....	98,295,518	12,178,694	518,272	887,499	111,879,983
1992.....	99,512,728	12,367,205	547,990	857,614	113,285,537
1993.....	100,860,071	12,526,377	553,231	795,298	114,734,977
1994.....	102,320,846	12,733,153	583,935	850,770	116,488,704
1995.....	103,917,312	12,949,365	580,626	882,422	118,329,725
1996.....	105,343,005	13,181,065	586,198	893,884	120,004,152
1997.....	107,065,589	13,542,374	563,223	951,863	122,123,049
1998.....	109,048,343	13,887,066	539,903	932,838	124,408,150
1999.....	110,383,238	14,073,764	552,690	935,311	125,945,003
2000.....	111,717,711	14,349,067	526,554	974,185	127,567,517
2001.....	114,317,707	14,939,895	574,361	1,008,212	130,840,175
Full-Service Providers					
1990.....	97,094,514	12,081,942	525,486	858,800	110,560,742
1991.....	98,295,518	12,178,694	518,272	887,499	111,879,983
1992.....	99,512,728	12,367,205	547,990	857,614	113,285,537
1993.....	100,860,071	12,526,377	553,231	795,298	114,734,977
1994.....	102,320,846	12,733,153	583,935	850,770	116,488,704
1995.....	103,917,312	12,949,365	580,626	882,422	118,329,725
1996.....	105,341,408	13,180,632	586,169	893,884	120,002,093
1997.....	107,033,338	13,540,374	562,972	951,863	122,088,547
1998.....	108,736,845	13,832,662	538,167	932,838	124,040,512
1999.....	109,817,057	13,963,937	527,329	934,260	125,242,583
2000.....	110,505,820	14,058,271	512,551	953,756	126,030,398
2001.....	112,533,187	14,535,461	558,381	1,001,641	128,628,670
Energy-Only Providers					
1990.....	--	--	--	--	--
1991.....	--	--	--	--	--
1992.....	--	--	--	--	--
1993.....	--	--	--	--	--
1994.....	--	--	--	--	--
1995.....	--	--	--	--	--
1996.....	1,597	433	29	0	2,059
1997.....	32,251	2,000	251	0	34,502
1998.....	311,498	54,404	1,736	0	367,638
1999.....	566,181	109,827	25,361	1,051	702,420
2000.....	1,211,891	290,796	14,003	20,429	1,537,119
2001.....	1,784,520	404,434	15,980	6,571	2,211,505

¹ Miscellaneous sales, such as sales for public street and highway lighting, other sales to public authorities, sales to railroads and railways, and interdepartmental sales included.

Notes: .See Glossary for definitions. The number of ultimate customers is an average of the number of customers at the close of each month. Utilities and energy service providers may classify commercial and industrial customers based on either NAICS codes or demands or usage falling within specified limits by rate schedule. Changes from year to year in consumer counts, sales and revenues, particularly involving the commercial and industrial consumer sectors, may result from respondent implementation of changes in the definitions of consumers, and reclassifications.

Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

Figure 7.1 U.S. Electric Power Industry Total Ultimate Customers by State, 2001



Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

Table 7.2. Retail Sales of Electricity to Ultimate Customers by Sector, by Provider, 1990 through 2001
(Megawatthours)

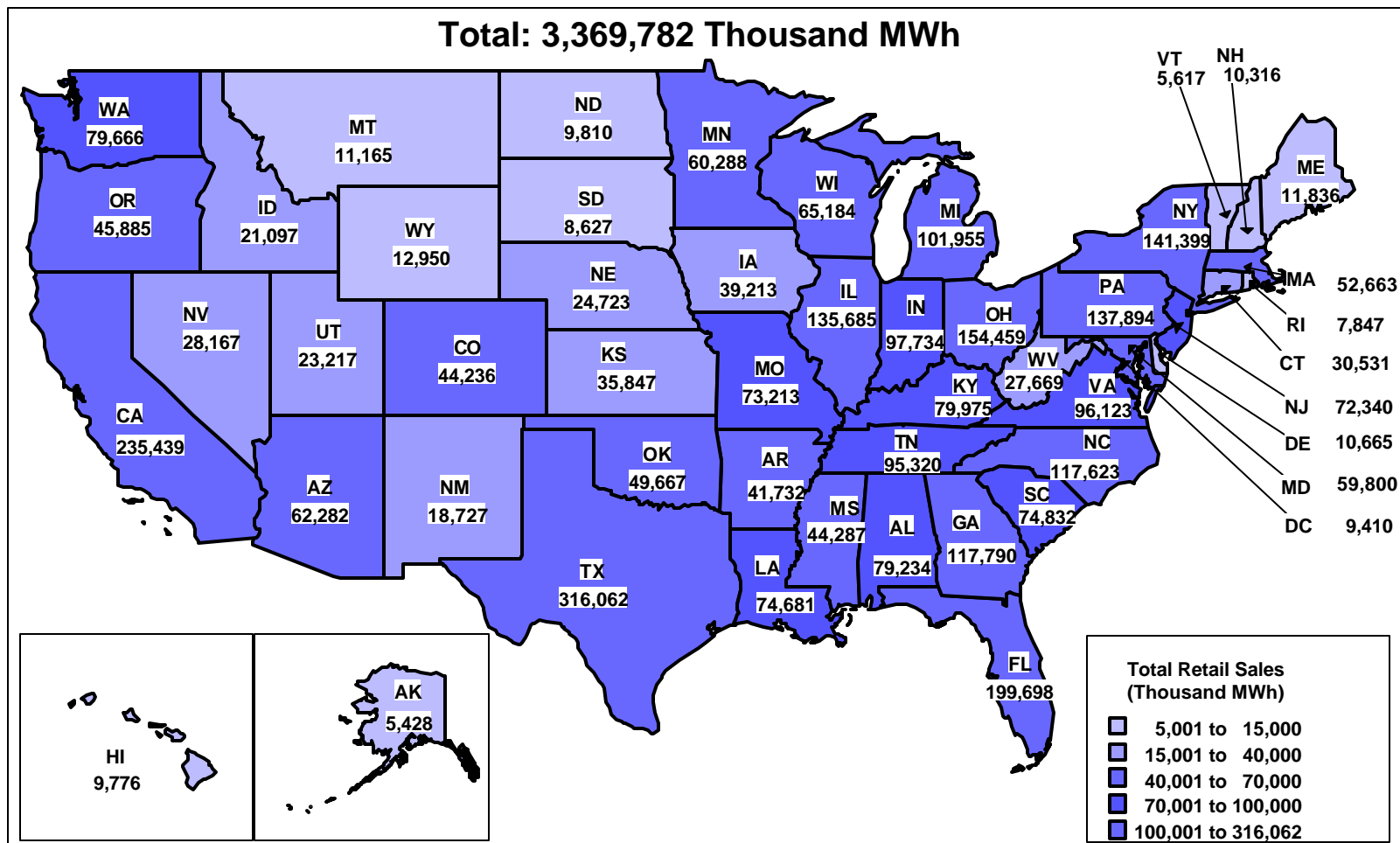
Period	Residential	Commercial	Industrial	Others ¹	All Sectors
Total Electric Industry					
1990.....	924,018,699	751,026,562	945,521,695	91,987,709	2,712,554,665
1991.....	955,417,350	765,663,613	946,583,391	94,338,686	2,762,003,040
1992.....	935,938,788	761,270,543	972,713,990	93,442,150	2,763,365,449
1993.....	994,780,818	794,573,370	977,164,250	94,943,902	2,861,462,340
1994.....	1,008,481,682	820,269,462	1,007,981,245	97,830,475	2,934,562,864
1995.....	1,042,501,471	862,684,775	1,012,693,350	95,406,993	3,013,286,589
1996.....	1,082,511,751	887,445,174	1,033,631,379	97,538,719	3,101,127,023
1997.....	1,075,880,098	928,632,774	1,038,196,892	102,900,664	3,145,610,428
1998.....	1,130,109,120	979,400,928	1,051,203,115	103,517,589	3,264,230,752
1999.....	1,144,923,069	1,001,995,720	1,058,216,608	106,951,684	3,312,087,081
2000.....	1,192,446,491	1,055,232,090	1,064,239,393	109,496,292	3,421,414,266
2001.....	1,202,646,738	1,089,153,700	964,224,282	113,756,089	3,369,781,529
Full-Service Providers					
1990.....	924,018,699	751,026,562	945,521,695	91,987,709	2,712,554,665
1991.....	955,417,350	765,663,613	946,583,391	94,338,686	2,762,003,040
1992.....	935,938,788	761,270,543	972,713,990	93,442,150	2,763,365,449
1993.....	994,780,818	794,573,370	977,164,250	94,943,902	2,861,462,340
1994.....	1,008,481,682	820,269,462	1,007,981,245	97,830,475	2,934,562,864
1995.....	1,042,501,471	862,684,775	1,012,693,350	95,406,993	3,013,286,589
1996.....	1,082,490,541	887,424,657	1,030,356,028	97,538,719	3,097,809,945
1997.....	1,075,766,590	928,440,265	1,032,653,445	102,900,664	3,139,760,964
1998.....	1,127,734,988	968,528,009	1,040,037,873	103,517,589	3,239,818,459
1999.....	1,140,761,016	970,600,943	1,017,783,037	106,754,043	3,235,899,039
2000.....	1,183,137,429	1,000,865,367	1,017,722,945	107,824,323	3,309,550,064
2001.....	1,168,538,228	1,020,839,106	930,011,833	105,436,926	3,224,826,813
Energy-Only Providers					
1990.....	--	--	--	--	--
1991.....	--	--	--	--	--
1992.....	--	--	--	--	--
1993.....	--	--	--	--	--
1994.....	--	--	--	--	--
1995.....	--	--	--	--	--
1996.....	21,210	20,517	3,275,351	0	3,317,078
1997.....	113,508	192,509	5,543,447	0	5,849,464
1998.....	2,374,132	10,872,919	11,165,242	0	24,412,293
1999.....	4,162,053	31,394,777	40,433,571	197,641	76,188,042
2000.....	9,309,062	54,366,723	46,516,448	1,671,969	111,864,202
2001.....	34,108,510	68,314,594	34,212,449	8,319,163	144,954,716

¹ Miscellaneous sales, such as sales for public street and highway lighting, other sales to public authorities, sales to railroads and railways, and interdepartmental sales included.

Notes: See Glossary for definitions. Utilities and energy service providers may classify commercial and industrial customers based on either NAICS codes or demands or usage falling within limits specified by a rate schedule. Changes from year to year in consumer counts, sales and revenues, particularly involving the commercial and industrial consumer sectors, may result from respondent implementation of changes in the definitions of consumers, and reclassifications. As a consequence of unrecoverable high average wholesale power costs in California in 2000 and early 2001, the credit ratings of California's three major investor-owned utilities fell below investment grade by early 2001. The rapid and dramatic decline in the credit-worthiness of California's major investor-owned utilities virtually eliminated their ability through wholesale markets to meet the power requirements of their retail consumers. In response to the looming energy shortfall, the California State legislature authorized the California Department of Water Resources (CDWR), using its undamaged borrowing capability, to enter the wholesale markets on behalf of the California retail consumer effective on January 17, 2001 and for the period ending December 31, 2002. Also the California Public Utility Commission (CPUC) was required by statute to establish the procedures for facilitating the CDWR's participation in California retail sales, as well as retail revenue recovery mechanisms. Energy provided by the CDWR was delivered by the major investor-owned utilities in California. For this reason, and by agreement with the CDWR, energy sales for the calendar year 2001 of approximately 58.9 million megawatthours and associated revenue, related to the CDWR's intervention in the crisis, are identified as "Energy Only Providers."

Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

**Figure 7.2 U.S. Electric Power Industry
Total Retail Sales by State, 2001
(Thousand MWh)**



Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

Table 7.3. Revenue from Retail Sales of Electricity to Ultimate Customers by Sector, by Provider, 1990 through 2001
(Million Dollars)¹

Period	Residential	Commercial	Industrial	Others ²	All Sectors
Total Electric Industry					
1990.....	72,378	55,117	44,857	5,891	178,243
1991.....	76,828	57,655	45,737	6,138	186,359
1992.....	76,848	58,343	46,993	6,296	188,480
1993.....	82,814	61,521	47,357	6,528	198,220
1994.....	84,552	63,396	48,069	6,689	202,706
1995.....	87,610	66,365	47,175	6,567	207,717
1996.....	90,503	67,829	47,536	6,741	212,609
1997.....	90,704	70,497	47,023	7,110	215,334
1998.....	93,360	72,575	47,050	6,863	219,848
1999.....	93,483	72,771	46,846	6,796	219,896
2000.....	98,209	78,405	49,369	7,179	233,163
2001.....	103,671	86,354	48,573	7,999	246,597
Full-Service Providers					
1990.....	72,378	55,117	44,857	5,891	178,243
1991.....	76,828	57,655	45,737	6,138	186,359
1992.....	76,848	58,343	46,993	6,296	188,480
1993.....	82,814	61,521	47,357	6,528	198,220
1994.....	84,552	63,396	48,069	6,689	202,706
1995.....	87,610	66,365	47,175	6,567	207,717
1996.....	90,501	67,827	47,385	6,741	212,455
1997.....	90,694	70,482	46,772	7,110	215,059
1998.....	93,164	71,769	46,550	6,863	218,346
1999.....	93,142	70,492	45,056	6,783	215,473
2000.....	97,086	73,704	46,465	6,988	224,243
2001.....	100,004	79,901	46,040	7,242	233,187
Energy-Only Providers					
1990.....	--	--	--	--	--
1991.....	--	--	--	--	--
1992.....	--	--	--	--	--
1993.....	--	--	--	--	--
1994.....	--	--	--	--	--
1995.....	--	--	--	--	--
1996 ³	2	2	151	0	154
1997 ³	10	15	251	0	275
1998 ³	196	806	500	0	1,502
1999 ³	340	2,279	1,791	13	4,423
2000.....	530	3,175	2,374	75	6,153
2001.....	2,607	4,978	1,984	640	10,209
Delivery-Only Service					
1990.....	--	--	--	--	--
1991.....	--	--	--	--	--
1992.....	--	--	--	--	--
1993.....	--	--	--	--	--
1994.....	--	--	--	--	--
1995.....	--	--	--	--	--
1996.....	--	--	--	--	--
1997.....	--	--	--	--	--
1998.....	--	--	--	--	--
1999.....	--	--	--	--	--
2000.....	593	1,527	531	116	2,767
2001.....	1,060	1,475	549	117	3,201

¹ All "dollars" are nominal dollars.

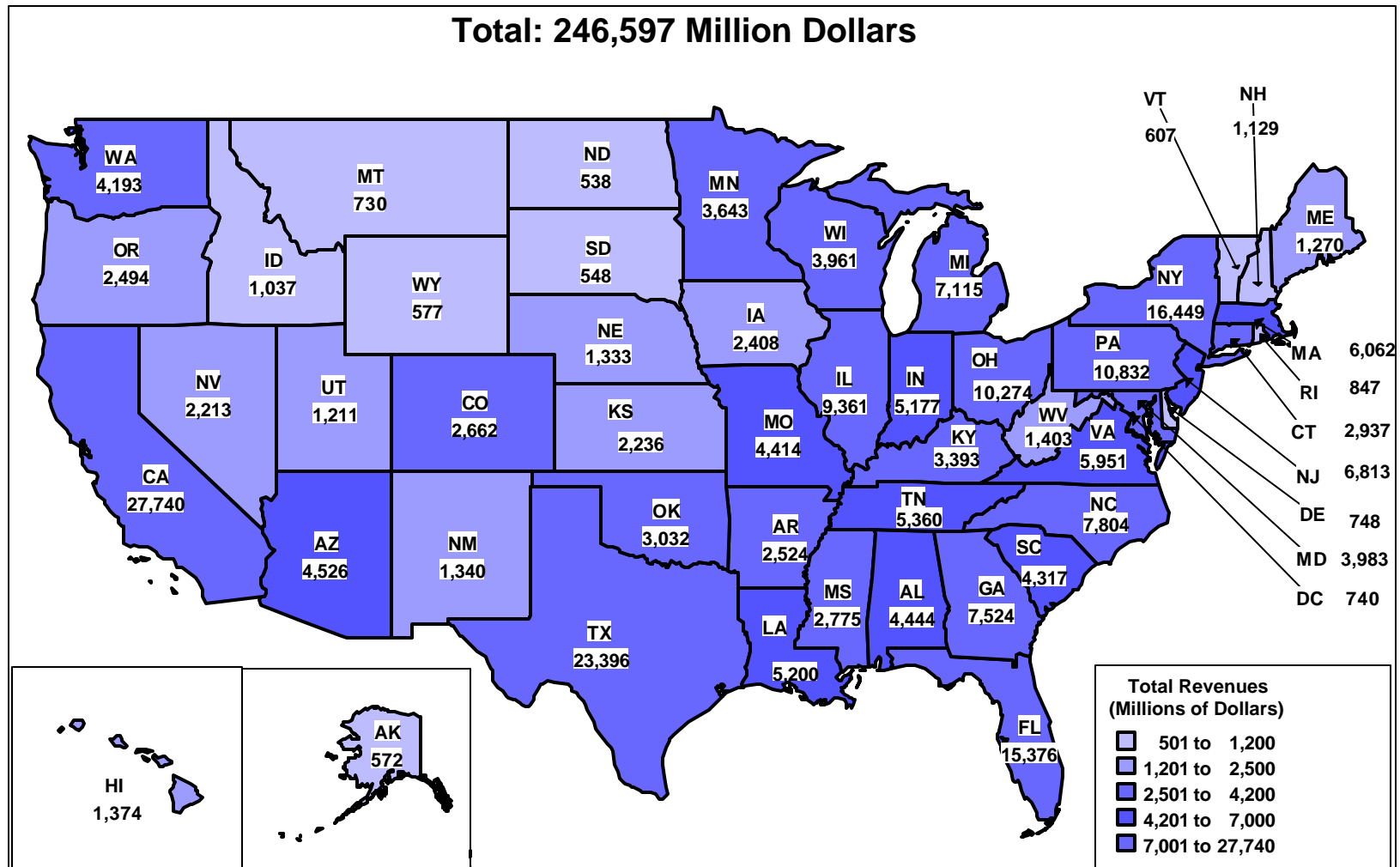
² Miscellaneous sales, such as sales for public street and highway lighting, other sales to public authorities, sales to railroads and railways, and interdepartmental sales included.

³ Revenue estimated based on retail sales reported on the Form EIA-861.

Notes: See Glossary for definitions. Utilities and energy service providers may classify commercial and industrial customers based on either NAICS codes or demands or usage falling within specified limits by a rate schedule. Changes from year to year in consumer counts, sales and revenues, particularly involving the commercial and industrial consumer sectors, may result from respondent implementation of changes in the definitions of consumers, and reclassifications. As a consequence of unrecoverable high average wholesale power costs in California in 2000 and early 2001, the credit ratings of California's three major investor-owned utilities fell below investment grade by early 2001. The rapid and dramatic decline in the credit-worthiness of California's major investor-owned utilities virtually eliminated their ability through wholesale markets to meet the power requirements of their retail consumers. In response to the looming energy shortfall, the California State legislature authorized the California Department of Water Resources (CDWR), using its undamaged borrowing capability, to enter the wholesale markets on behalf of the California retail consumer effective on January 17, 2001 and for the period ending December 31, 2002. Also the California Public Utility Commission (CPUC) was required by statute to establish the procedures for facilitating the CDWR's participation in California retail sales, as well as retail revenue recovery mechanisms. Energy provided by the CDWR was delivered by the major investor-owned utilities in California. For this reason, and by agreement with the CDWR, energy sales for the calendar year 2001 of approximately 58.9 million megawatthours and associated revenue, related to the CDWR's intervention in the crisis, are identified as "Energy Only Providers." Totals may not equal sum of components because of independent rounding.

Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

**Figure 7.3 U.S. Electric Power Industry
Total Revenues by State, 2001
(Millions of Dollars)**



Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

Table 7.4. Average Revenue per Kilowatthour from Retail Sales to Ultimate Customers by Sector, by Provider, 1990 through 2001
(Cents)

Period	Residential	Commercial	Industrial	Others ¹	All Sectors
Total Electric Industry					
1990.....	7.83	7.34	4.74	6.40	6.57
1991.....	8.04	7.53	4.83	6.51	6.75
1992.....	8.21	7.66	4.83	6.74	6.82
1993.....	8.32	7.74	4.85	6.88	6.93
1994.....	8.38	7.73	4.77	6.84	6.91
1995.....	8.40	7.69	4.66	6.88	6.89
1996.....	8.36	7.64	4.60	6.91	6.86
1997.....	8.43	7.59	4.53	6.91	6.85
1998.....	8.26	7.41	4.48	6.63	6.74
1999.....	8.16	7.26	4.43	6.35	6.64
2000.....	8.24	7.43	4.64	6.56	6.81
2001.....	8.62	7.93	5.04	7.03	7.32
Full-Service Providers					
1990.....	7.83	7.34	4.74	6.40	6.57
1991.....	8.04	7.53	4.83	6.51	6.75
1992.....	8.21	7.66	4.83	6.74	6.82
1993.....	8.32	7.74	4.85	6.88	6.93
1994.....	8.38	7.73	4.77	6.84	6.91
1995.....	8.40	7.69	4.66	6.88	6.89
1996.....	8.36	7.64	4.60	6.91	6.86
1997.....	8.43	7.59	4.53	6.91	6.85
1998.....	8.26	7.41	4.48	6.63	6.74
1999.....	8.16	7.26	4.43	6.35	6.66
2000.....	8.21	7.36	4.57	6.48	6.78
2001.....	8.56	7.83	4.95	6.87	7.23
Energy-Only Providers					
1990.....	--	--	--	--	--
1991.....	--	--	--	--	--
1992.....	--	--	--	--	--
1993.....	--	--	--	--	--
1994.....	--	--	--	--	--
1995.....	--	--	--	--	--
1996 ²	8.36	7.64	4.60	--	6.86
1997 ²	8.43	7.59	4.53	--	6.85
1998 ²	8.26	7.41	4.48	--	6.74
1999 ²	8.16	7.26	4.43	6.35	6.66
2000.....	12.07	8.65	6.24	11.42	7.97
2001.....	10.75	9.45	7.41	9.09	9.25

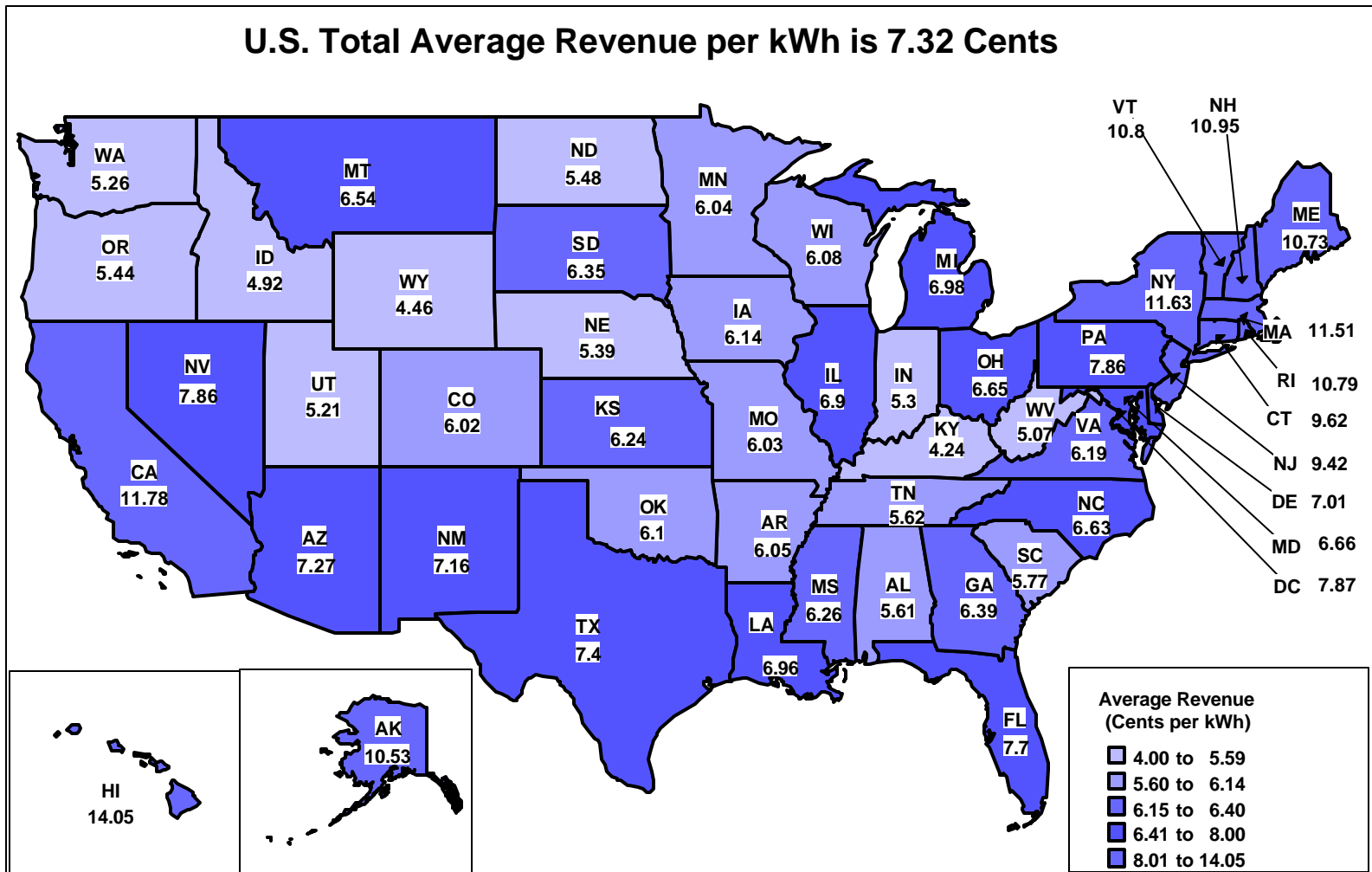
¹ Miscellaneous sales, such as sales for public street and highway lighting, other sales to public authorities, sales to railroads and railways, and interdepartmental sales included.

² Average revenue estimated based on retail sales reported on the Form EIA-861.

Notes: .See Glossary for definitions. Utilities and energy service providers may classify commercial and industrial customers based on either NAICS codes or demands or usage falling within specified limits by rate schedule.

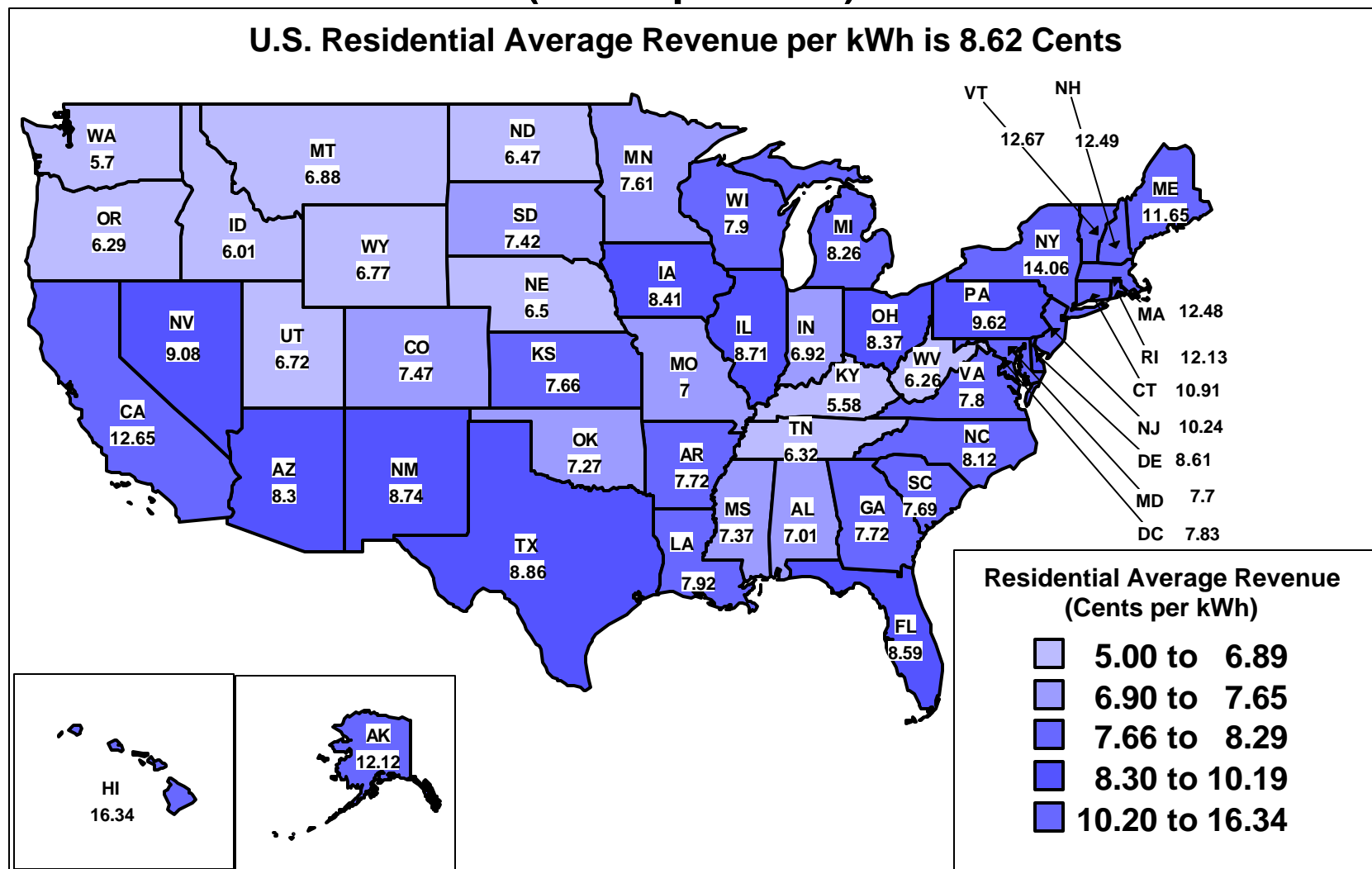
Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

**Figure 7.4 U.S. Electric Power Industry
Average Revenue per Kilowatthour by State, 2001
(Cents per kWh)**



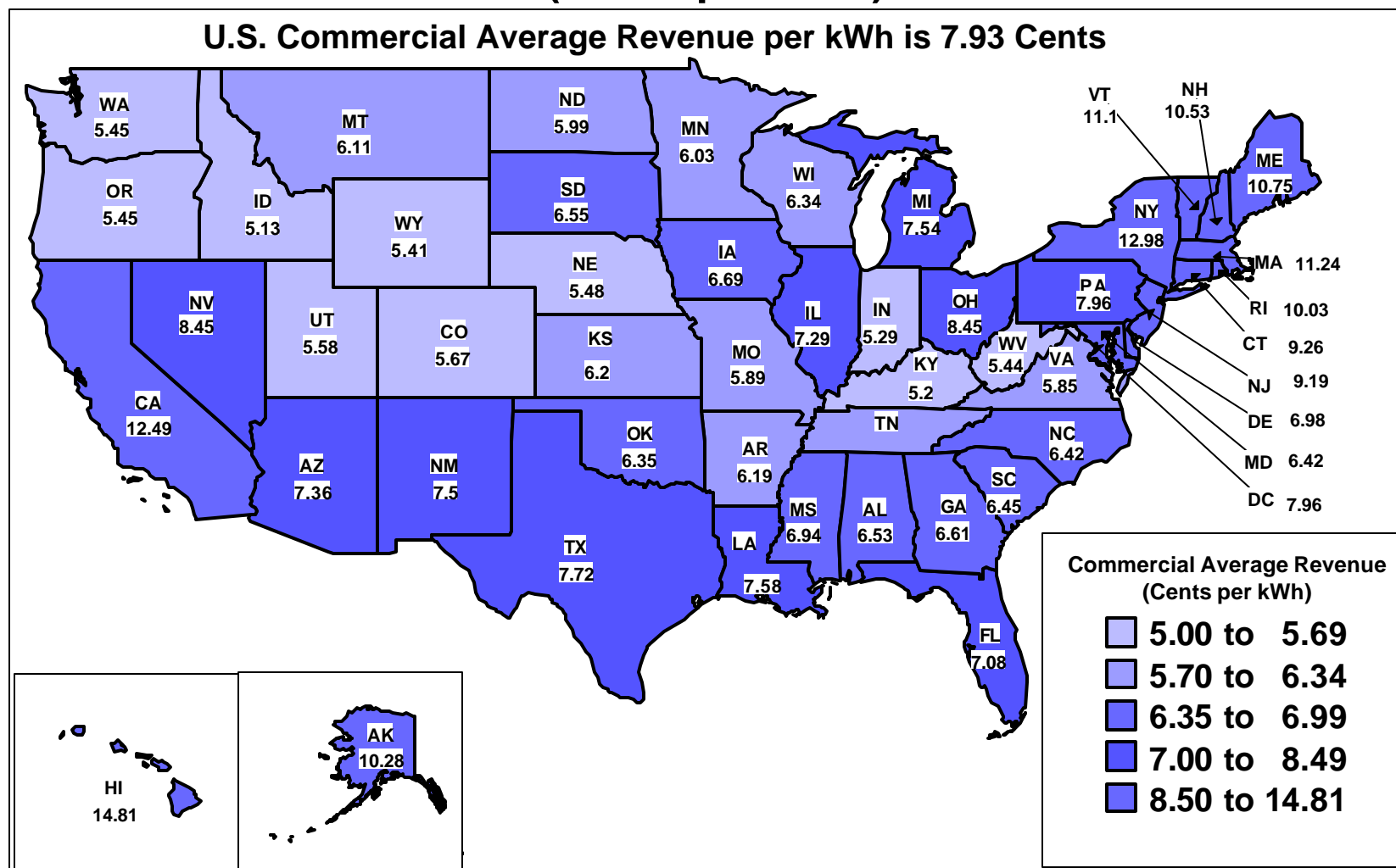
Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

**Figure 7.5 U.S. Electric Power Industry
Residential Average Revenue per Kilowatthour by State, 2001
(Cents per kWh)**



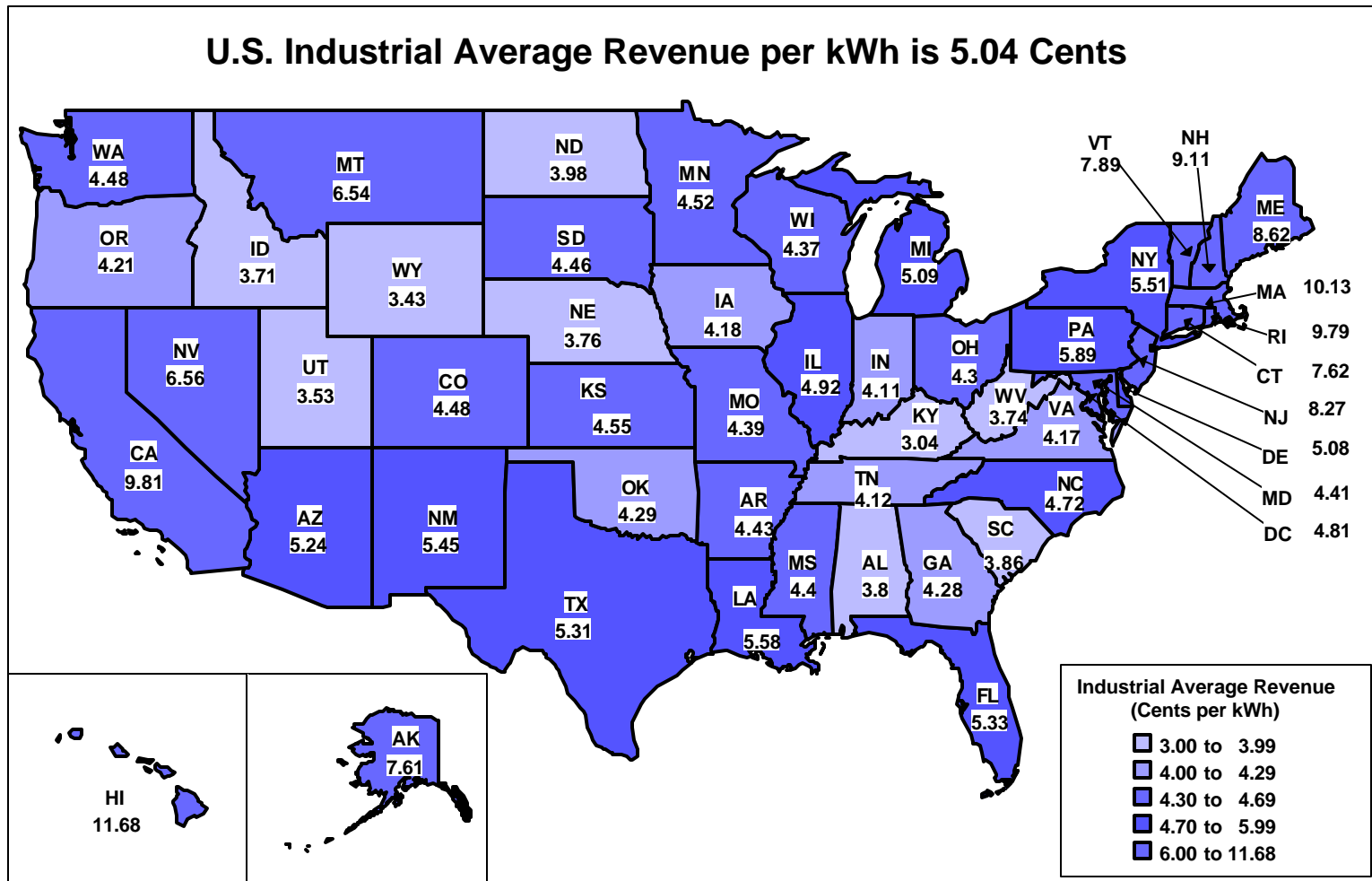
Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

**Figure 7.6 U.S. Electric Power Industry
Commercial Average Revenue per Kilowatthour by State, 2001
(Cents per kWh)**



Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."

**Figure 7.7 U.S. Electric Power Industry
Industrial Average Revenue per Kilowatthour by State, 2001
(Cents per kWh)**



Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."